

A TALK WITH MERCHANTS

Do you recall the days when they bought space in the newspapers, not because they needed it, but to help the boys along?

That was in father's time, when advertising was young, and when ground-rents were LOW—we have LEARNED things since then!

Now, we buy advertising from the selfish standpoint, wholly. We have come to see, that dollars spent in newspapers, are like dollars put into MEAT, LIGHT, WAGES, RENT and STOCK-IN-TRADE.

We have settled down to the conviction that running a business WITHOUT the newspaper, is like running an automobile WITHOUT GASOLINE.

They DO run autos without gasoline, all right! It is possible for one to TRAVEL that way, but in ONE DIRECTION ONLY—DOWN HILL!

Coasting down-grade is not hard, but the hill-climb of COMPETITION that calls for POWER! In business, the way to be ready to buck circumstances, and take the grades as they COME, is to ADVERTISE—advertise in the most effective of ALL selling forces—The NEWSPAPERS!

Is there anything about YOUR business that you would care to MAKE KNOWN to OVER SEVEN THOUSAND FIVE HUNDRED PEOPLE—to the 7,500 readers of The ADVOCATE?

If there IS—then DECLARE YOURSELF!

A business man does not thrive—by hiding his light under a BUSHEL! SEND FOR US!

MT. STERLING ADVOCATE

Has the Largest Sworn Circulation of any paper between Winchester and Ashland—a distance of over 100 miles.

W. A. SUTTON & SON

Undertakers and Embalmers

MT. STERLING, KY.

Day Phone 481. Night Phones 23 & 121

Kentucky Annual Livestock Summary

The value of livestock on Kentucky farms on January 1st, 1921, was approximately \$126,818,000, as compared to approximately \$167,906,000 worth of stock on this state's farms January 1, 1920, according to the annual estimate issued jointly by the U. S. Bureau of Crop Estimates in co-operation with State Commissioner of Agriculture W. C. Hanna. The decrease in total value is due chiefly to shrinkage in market value per head, though there has been considerable decrease in numbers, especially of hogs. Dairy cows show a slight increase in numbers.

This estimate gives the numbers of livestock of various classes in Kentucky January 1, 1921, as follows: Horses, 420,000; mules, 250,000; milk cows, \$466,000; other cattle, 562,000; sheep, 1,137,000; swine,

1,129,000. This indicates the number of mules on Kentucky farms is the same as on January 1, 1920. Milk cows have increased about 2 per cent, while cattle other than milk cows, have decreased about 5 per cent, horses a little more than 2 per cent, sheep about 8 per cent, and swine nearly 15 per cent.

The average farm value of milk cows in Kentucky January 1, 1921, is \$57 per head, compared to \$73 in January, 1920; other cattle, \$30.10 compared to \$41.20; horses, \$84 compared to 101; mules \$107 compared to \$126; sheep, \$6.30 compared to 10.90, and swine, 9.90, compared to \$13.

—24TH—

The man who declared he would rather stay in jail than live with his wife will now probably find it safer.

—24TH—

Passion is a flower, whose perfume is wafted to many a starved soul on the balmy breeze of memory.

Spring Will Soon Be Here

And now is the time to beautify that home with interior decorating such as can be had by consulting the

George N. Connell Co.

LEXINGTON, KY.

"The Drapery House of Central Kentucky"

See their Mt. Sterling Representative

MRS. SIDNEY JOHNSON

and arrange for beautifying that home before Spring

INTERIOR DECORATING IN ALL BRANCHES

Why the Farmers Should Advertise

Editor's Note—The following article was published in the New York Herald under an Albany, New York date line. It would be beneficial if it were generally reproduced in country newspapers. Farmers in every state of the Union should be sold on the wisdom of advertising, and this article may help to sell them.

New York Herald Bureau, Albany, Jan. 18.

Of all the business failures in 1920 84 per cent of them were of firms that did not advertise their wares. One of the greatest financial agencies in America discovered this fact, and George A. Cullen, vice president of the North American Fruit Exchange, used it as a text on which he based his speech on "Co-operative Marketing," delivered last week at the annual meeting of the New York State Agricultural Society. The meeting was held in the assembly chamber.

After setting forth the above cited statistics Mr. Cullen reminded the farmers before him that they must remember that neither Dun nor Bradstreet reports cover the apple growers of New York state, a fact that made the financial agencies' statement all the more significant. Then he went on to say:

"You apple growers sitting before me furnish one of the most striking examples in this country of intelligent men failing to make use of the one thing that could turn disaster into success. Why do California growers successfully invest \$750,000 a year in advertising to create an appetite for citrus fruits while New York apple growers invest practically not a cent to create an appetite for some of the finest fruit produced on the face of the earth?"

"Wake up, New York apple growers, and advertise!"

"Think of the Pacific Coast raisin growers investing \$500,000 a year in advertising and the prune growers, \$350,000, while the New York state farmers apparently try to keep it a secret from all the world that they produce the finest of seed potatoes and maple syrup!"

"Wake up, New York growers, and advertise!"

"Eventually, why not now? And that reminds me. Did it ever occur to you as singular that the millers advertise flour, but that the farmers who produce the superior grade of wheat out of which that flour is made never advertise wheat? And that the shoe manufacturers advertise shoes, while the farmers who produce the superior hides out of which those shoes are made never advertise their products? Why do Armour and Welch get all the good will asset out of advertising their particular brands of grape juice, while the growers, who produce the best quality of grapes, out of which that juice is made, establish for themselves no reputation, with the public, and hence are always at a disadvantage in dealing with the juice makers?"

"The grower must henceforth be the man who is known to the consuming public. It must no longer be merely the manufacturer or the middleman who is known, as has been the case almost universally in the past. The grower must seize and hold that great intangible asset known to the legal and financial world as 'good will,' which will raise him from a position of dependence to one of power.

"But there is a further and exceedingly important use for advertising by the grower. That is in constantly keeping the consumer informed when his products are available, or to be available, when they are abundant, and when they are or should be relatively cheap at retail. This has real practical value in stimulating consumption."

—24TH—

Success can be accomplished much more readily if you put your head as well as your hands, into your work.

Pinheaded Politicians

Charles G. Dawes, of Chicago, former Brigadier General serving in France and prominently mentioned for a place in Harding's Cabinet, has made some very timely and truthful statements before a Congressional committee investigating the expenditures of the war.

Mr. Dawes is a Republican, therefore his statements are more significant than if made by a Democrat. Among his many severe strictures was this:

"Pinheaded politicians have turned the greatest war record of the United States into a muckraker fest."

Unfortunately, for the good name of our country, this is true.

An attempt has been made for nearly two years by a certain class of politicians to belittle the achievements of our soldiers in France, and their success in turning the scale, and winning the war, because the Administration which conducted the war happened to be Democratic. In other words, these "pinheaded politicians," quoting Mr. Dawes, have purposely sought to discredit the glorious part the United States had in the war in order to discredit President Wilson. They have discredited the boys who fought in France, many of whom gave up their lives, in their rancorous hatred of the President and the party he represented.

It was not necessary to do any of these things for the Republican party to win the Presidential election, but these muckrakers thought so, and they did it for that purpose.

We have not always agreed with President Wilson, but we are too much of an American to undertake to blacken the reputation of our army in France or obscure its achievements upon the fields of battle. This is such extreme partisan hatred that it cannot appeal to the thinking, patriotic citizens whether they are Democrats or Republicans. We recall that there was no such attempt to discredit McKinley, our martyred President, in his conduct of the Spanish American War nor were there after this war as won

PUBLIC SALE

On Tuesday, Feb. 22, 1921

I, as administrator of personality and as agent for the heirs of Mrs. R. C. Redmond, deceased, will at 10 o'clock proceed to offer to the highest and best bidder the following property:

A beautiful home of 10 acres, containing thereon a 4-room cottage with 2 halls and 2 porches, all necessary outbuildings. A fine young bearing orchard, and a good well at the door. Adjoining the Methodist Church and within a few doors of the Camargo Consolidated High School.

Personal property consists of all household and kitchen furniture. Also One No. 1 Milch Cow, One Calf, 20 fine Hens, now laying, and others articles.

TERMS ON DAY OF SALE

RAY MOSS.

Administrator and Agent for Heirs
WM. CRAVENS, Auctioneer

any muck raking investigations by Democrats.

We deplore dragging our flag down in order to throw mud at Wilson, Mr. Dawes goes on to say. "There was not a dollar dishonestly spent by the government in France," and although the Republicans have spent several millions in "Smelling Committees" they have not been able to discover a single stench.

The war and its wonderful accomplishments was not a Democratic or a Republican war, but an American war in which partisanship was laid

aside until it was won, and the glory belongs to Republicans as well as Democrats.

It was a nation's war and the nation came out of it gloriously and the continued efforts to bedim its glory for partisan purposes is as contemptible as General Dawes says it is.

—24TH—

It costs the country \$400 to bury a Congressman, but at that most of them are cheaper dead than alive.

—24TH—

For Printing, See The Advocate.



THE GENUINE

Unexcelled for Colds, LaGrippe, Influenza.

Box 15 Tablets 30 Cents.

PUBLIC SALE

On account of poor health, and having decided to leave the county, I will on

THURSDAY, FEBRUARY 24

on the Dora B. Foreman farm, between the Kiddville and Prewitt Pikes, beginning at 10 o'clock offer the following property to the highest bidder:

1 pair mare mules, 8 yrs. old
1 pair mare mules, 5 and 7 yrs. old
1 sorrel saddle and harness mare, 7 yr.
1 sorrel mare, 3 yrs. old by Young Bill
1 sorrel mare, 2 yrs. old by Young Bill
1 sorrel colt, 1 yr. old by Young Bill
1 cow with calf by side
1 red cow, will be fresh before sale
1 stripper cow, will be fresh in May
1 black stripper cow
1 weanling bull calf
1 brood sow, farrow in March
8 shoats, weight 60 lbs.
1 barrow hog, weight 125 lbs.
37 ewes, will lamb Mar. 1st. 4 bucks
1 John Deere corn planter, new
1 Deering mower. 1 iron land roller
1 Studebaker wagon
1 hay frame, 1 feed sled
1 marker, 1 drag
2 Vulcan plows, 1 hillside plow
1 2-horse cultivator, 2 1-horse cultivator
1 double shovel plow
1 60-tooth harrow, 1 disc harrow
2 sets wagon harness
1 rubber tire top buggy

1 rubber tire runabout
1 break cart, 1 pony buggy and harness
2 sets buggy harness
60 barrels corn in crib, 75 shocks fodder
1 digger, 1 shovel, 1 tool grinder
1 wire stretcher, 1 potato fork
Pitchforks and hoes
1 lot woven and barb wire
1 self feeder, 1 sausage mill
1 50-gallon galvanized tank
1 tarpaulin, 3 window sash
1 cross cut saw, 1 hand saw
1 brace and bits, 3 pr. sheep shears
1 Majestic range, 1 heating stove
1 oak bedroom suite
3 bedsteads, springs and mattresses
1 bed mattress and springs
1 couch, 1 mantle mirror
1 Seth Thomas clock, 1 alarm clock
1 Edison phonograph and records
2 carpets, 2 druggets
2 rockers, 6 chairs
Lot of window shades and curtain poles
10 Plymouth Rock roosters
9 brown leghorn roosters
175 hens mostly all pullets

Terms will be made known on day of sale

J. WILL HOSKINS

COL. WM. CRAVENS, Auctioneer

R. R. 5